



**Midwest Television, Inc.**  
**7677 Engineer Road**  
**San Diego, CA 92111**  
**(858)571-8888**

[www.kfmb.com](http://www.kfmb.com)

And:

**Del Cielo Media**  
**10755 Scripps Poway Parkway**  
**Suite 550**  
**San Diego, CA 92131**

# CONTRACT

<u>Contract / Revision</u> 68431 /		<u>Alt Order #</u>
<u>Product</u> <b>Carl DeMaio for Mayor</b>		
<u>Contract Dates</u> <b>10/08/12 - 10/14/12</b>	<u>Estimate #</u> <b>C08C14</b>	
<u>Advertiser</u> <b>DeMaio for Mayor</b>		<u>Original Date / Revision</u> 08/08/12 / 10/09/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> <b>KFMB</b>	<u>Account Executive</u> Jan Gross	<u>Sales Office</u> Los Angeles
<u>Special Handling</u> Cash in Advance		
<u>Demographic</u> Adults 18+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	8	10/08/12	10/12/12	M-F 10-11a	10-11am		:30				NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		10/08/12	10/14/12	MTWTF--	5			\$500.00	0.00				
N 2	8	10/08/12	10/12/12	Eff 8/22-News8@11am	11-1130am		:30				NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		10/08/12	10/14/12	MTWTF--	5			\$300.00	0.00				
N 3	8	10/08/12	10/12/12	Dr. Phil 3-4p	M-F 3-4pm		:30				NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		10/08/12	10/14/12	MTWTF--	5			\$350.00	0.00				
N 4	8	10/08/12	10/12/12	Anderson Cooper 4-5pm	4-5pm		:30				NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		10/08/12	10/14/12	MTWTF--	5			\$300.00	0.00				
N 5	8	10/08/12	10/12/12	M-F 7-9A	7-9am		:30				NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		10/08/12	10/14/12	MTWTF--	5			\$150.00	0.00				
N 6	8	10/14/12	10/14/12	CBS Sun Morn	7-830am	-----S	:30	1	\$600.00	0.00	NM	1	\$600.00
N 7	8	10/14/12	10/14/12	Face the Nation-Sunday	830a,10a,130p,3p	-----S	:30	1	\$500.00	0.00	NM	1	\$500.00
N 8	8	10/08/12	10/14/12	M-F 630-7p	6:30-7pm	MT--TF--	:30	4	\$600.00	0.00	NM	4	\$3,900.00
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	8	10/08/12-10/14/12	M-F 630-7p	6:30-7pm	MTu-ThF----	:30		<del>\$600.00</del>	0.00	NM		
	See MG 8.7,8.8												
	3	8	10/08/12-10/14/12	M-F 630-7p	6:30-7pm	MTu-ThF----	:30		<del>\$600.00</del>	0.00	NM		
	See MG 8.5												
	4	8	10/08/12-10/14/12	M-F 630-7p	6:30-7pm	MTu-ThF----	:30		<del>\$600.00</del>	0.00	NM		
	See MG 8.7,8.8												
	5	8	10/11/12-10/11/12	10/3,11,16,22: Debate 6pm	6-8pm	----Th-----	:30		<del>\$600.00</del>	0.00	NM		
	Ⓜ See MG 8.6												
	6	8	10/14/12-10/14/12	CBS Sun Morn	7-830am	-----Su	:30		\$600.00	0.00	NM		
	Ⓜ MG for 8.5 10/11												
	7	8	10/08/12-10/14/12	10/3,11,16,22: Debate 6pm	6-8pm	MTuWTh-----	:30		\$2,400.00	0.00	NM		
	Ⓜ MG for 21.1,13.2,8.4,8.1												
	8	8	10/08/12-10/14/12	Anderson Cooper 4-5pm	4-5pm	MTuWThF----	:30		\$300.00	0.00	NM		
	Ⓜ MG for 21.1,13.2,8.4,8.1												

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Nondiscrimination Policy: Station does not discriminate in advertising contracts on the basis of race or ethnicity and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity. Advertiser and Agency both represent and warrant that they are not purchasing time from the Station for the purpose of placing advertising that is intended to discriminate on the basis of race or ethnicity. Any provision in any agreement entered into with Advertiser or Agency whose intent is to discriminate in such manner shall be null and void.



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<u>Contract / Revision</u> 68431 /		<u>Alt Order #</u>
<u>Contract Dates</u> 10/08/12 - 10/14/12	<u>Product</u> Carl DeMaio for Mayor	<u>Estimate #</u> C08C14
<u>Advertiser</u> DeMaio for Mayor		<u>Original Date / Revision</u> 08/08/12 / 10/09/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 9	8	10/08/12	10/14/12	SAT 5-6pm	Sat 5-6pm	-----S-	:30	1	\$600.00	0.00	NM	1	\$600.00
N 10	8	10/08/12	10/14/12	Sun 5-6pm News	Sun 5-6pm	-----S	:30	1	\$600.00	0.00	NM	1	\$600.00
N 11	8	10/08/12	10/14/12	Sun 630-7pm News	Sun 630-7pm	-----S	:30	1	\$600.00	0.00	NM	1	\$600.00
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	8	10/08/12-10/14/12	Sun 630-7pm News	Sun 630-7pm	-----Su	:30		<del>\$600.00</del>	0.00	NM		
	See MG 11.2												
	2	8	10/12/12-10/12/12	M-F 5-6pm News/1 Hour	5-6p	-----F----	:30		\$600.00	0.00	NM		
	Ⓜ MG for 11.1 10/14												
N 12	8	10/08/12	10/14/12	M-Sun 11-1135P	11-11:35pm	-T-TF--	:30	2	\$550.00	0.00	NM	2	\$1,100.00
N 13	8	10/08/12	10/14/12	M-F 7-730p	7-7:30pm	M--F--	:30	2	\$600.00	0.00	NM	1	\$600.00
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	2	8	10/08/12-10/14/12	M-F 7-730p	7-7:30pm	M----F----	:30		<del>\$600.00</del>	0.00	NM		
	See MG 8.7,8.8												
N 14	8	10/08/12	10/14/12	Tues 8-9p	8-9pm	-T-----	:30	1	\$2,500.00	0.00	NM	1	\$2,500.00
N 15	8	10/08/12	10/14/12	Wed 10-11p	10-11pm	--W----	:30	1	\$2,200.00	0.00	NM	1	\$2,200.00
N 16	8	10/08/12	10/14/12	Fri 10-11p	10-11pm	----F--	:30	1	\$1,250.00	0.00	NM	1	\$1,250.00
N 17	8	10/08/12	10/14/12	Sun 7-8p	7-8pm	-----S	:30	1	\$3,500.00	0.00	NM	1	\$3,500.00
N 18	8	10/08/12	10/14/12	Sun 9-10pm	9-10pm	-----S	:30	1	\$2,500.00	0.00	NM	1	\$2,500.00
N 19	8	10/08/12	10/14/12	M-F 9-10a	9-10am	-T-T---	:30	2	\$200.00	0.00	NM	2	\$400.00
N 20	8	10/10/12	10/10/12	M-F 630-7p	6:30-7pm	--W----	:30	1	\$600.00	0.00	NM	1	\$600.00
N 21	8	10/14/12	10/14/12	Sun 630-7pm News	Sun 630-7pm	-----S	:30	1	\$600.00	0.00	NM	0	\$0.00
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	8	10/14/12-10/14/12	Sun 630-7pm News	Sun 630-7pm	-----Su	:30		<del>\$600.00</del>	0.00	NM		
	See MG 8.7,8.8												
N 22	8	10/08/12	10/14/12	M-Sun 11-1135P	11-11:35pm	M-W----	:30	2	\$550.00	0.00	NM	2	\$1,100.00
N 23	8	10/08/12	10/14/12	M-F 7-730p	7-7:30pm	-TW----	:30	2	\$600.00	0.00	NM	2	\$1,200.00
N 24	8	10/14/12	10/14/12	AFC Non Charger	various	-----S	:30	1	\$3,500.00	0.00	NM	1	\$3,500.00
<b>Totals</b>										0.00		50	\$35,250.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/14/12	50	\$35,250.00	\$29,962.50
<b>Totals</b>	50	\$35,250.00	\$29,962.50

**Signature: \_\_\_\_\_ Date: \_\_\_\_\_**

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